



ALLEY OF THE MOON
VINTAGE FESTIVAL

17th Annual

Sept 28-29, 1963

SONOMA • CALIFORNIA •

Price 25c

Be Our Guest - - -

A particular welcome awaits Vintage Festival visitors at California's oldest winery, the famed Cellars of Count Agoston Haraszthy. These beautiful stone cellars built into the hillside in 1857 are State Historical Landmark No. 392.

Drive through a section of the historic Buena Vista Vineyards to the hospitality that awaits you at the Haraszthy Cellars. These are the foundation vineyards of the entire modern California wine industry and were first planted in 1832.

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How to get there: Go east on East Napa Street. Cross railroad tracks, turn left into Old Winery Road. Follow to end, 2½ miles from Sonoma Plaza.

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Telephone 938-2424

Sonoma, California

*To our Festival Guests coming to the
Valley of the Moon from far-away places
all of us say*

WELCOME

to the

Seventeenth Annual Valley of the Moon VINTAGE FESTIVAL

Saturday and Sunday, September 28-29, 1963

SONOMA, CALIFORNIA

Presented by the

SONOMA VALLEY CHAMBER OF COMMERCE

"All of us" includes the Officers of the Chamber: Talbert W. Bean, President; Ken Clewett, Vice President; Ronald Duer, Treasurer; Lois McVeigh, Manager; and all the Directors and members of the Chamber of Commerce.

Directly responsible for the Festival are the members of the Vintage Festival Committee, who are Ray Sampson, Chairman; Patrick Doyle, R. H. Brown, C. J. Denne, Col. Joseph V. Thebaud, Luis Vela, Harold Sands and William Whitney.

It is impossible to list all who bid you welcome over this weekend, but we can mention the many public-spirited citizens, service clubs and civic organizations who have pooled their efforts to make the 1963 Vintage Festival a success. Some of the Project Chairmen and Clubs are listed below:

Art Exhibit.....Sonoma Valley Art Center
Fiesta Way.....C. J. Denne
Flower Show....Valley of the Moon Garden Club
Blessing of the Grapes.....Young Men's Institute
International House Students.....Soroptimist Club
Parade.....Harrison Churchill,
Louis Pellandini, Frank Pensar
Pageant Director.....Elaine Swain
Whiskerino Contest.....Merlyn Hunter
House and Garden Tour.....Soroptimist Club

Window
Displays.....Sonoma Valley Woman's Club
Program.....Col. J. V. Thebaud,
Lois McVeigh
Program Collaborators.....F. A. Bridewell,
Madie Brown, Carolyn Lund
Country Store.....Senior Citizens
Stamp Exhibit....Valley of the Moon Stamp Club
Railroad
Photographic Exhibit.....Robert Parmelee
Folk Concert.....Mike Stewart

IN MEMORIAM

1882

Mrs. Celeste G. Murphy

1962

Gone, but never forgotten—particularly at Vintage Festival time—is Mrs. Celeste G. Murphy, one of the Festival's founders and author of the original Pageant.

Although she passed away May 10, 1962, her love of Sonoma, and its history and her kindly spirit are indelibly stamped on the community in which she lived for most of her life.

Mrs. Murphy's fascinating history book of Sonoma Valley, "The People of the Pueblo," is the most comprehensive account of this area ever published. In authoring the Vintage Festival Pageant, she used her wealth of knowledge as a historian to portray in a colorful outdoor drama the people and the events which gave Sonoma its unique place in California history.

After graduating from the University of California in 1901, she became assistant editor of The Sonoma Index-Tribune under her father, H. H. Granice, who published the weekly newspaper until his death in 1915. After her father's death, Mrs. Murphy and her husband, Walter L. Murphy, who followed her in death on August 27, 1962, took over the Index-Tribune and published it until they retired in 1949. They were succeeded by Mrs. Murphy's nephew, Robert M. Lynch, who as the grandson of H. H. Granice, is the third generation publisher of the newspaper.

Through the news columns and her influential editorials, Mrs. Murphy fought avidly for the preservation of Sonoma's historical heritage and its progress.

In 1937, the Murphys bought the historic Barracks Building (opposite the Mission) and made it their hospitable home. Here they entertained their wide circle of friends, including many state and national figures. It was from her balcony at The Barracks that Mrs. Murphy watched "her" final Pageant and other Vintage Festival activities, from a wheelchair, in September, 1961.

As we pay tribute to this devoted couple, all of us connected with the 1963 Valley of the Moon Vintage Festival feel their presence with us this weekend.



Program of Events

BOTH DAYS – SEPTEMBER 28-29, 1963

- 10 a. m. through day and evening** Fiesta Way and Junior Fiesta Booths, Sonoma Plaza.
Art Exhibit—Old Post Office Bldg., opposite Plaza.
- 10 a. m.-9 p. m.** Community Center, 276 East Napa St., Sonoma. Exhibits include Industrial Display, Flower Exhibit, Country Store.
- 10 a. m.-6 p. m.** Stamp Exhibit — 460 First Street East; Railroad Photographic Exhibit—Spain St., opposite Plaza; Mission San Francisco Solano; General Vallejo's Home, and many other historic adobe buildings around the Plaza; Jack London Historical State Park, Glen Ellen.

Stroll around and view our store windows everywhere, decorated to represent historical periods, exhibit antiques and other memorabilia of all kinds.

Food and refreshments in the Plaza, Community Center, hotels and restaurants.

Enjoy our colorful Strolling Troubadours, and relive the past in viewing the local hirsute accomplishments of those who have entered the Whiskerino Contest.

Also, beautiful "Mission Belles" will be almost everywhere to act as hostesses.

Sonoma County Produces the Finest Wines

The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from Lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2,300 workers the year around in the production of 5 million dollars worth of wine.

**SONOMA COUNTY
WINE GROWERS' ASSOCIATION**

Program of Events, Continued

SATURDAY, SEPTEMBER 28

- 11 a. m.** Blessing of the Grapes—Traditional Ceremony at the Mission.
1 p. m. Children's Parade—Theme for costumes, "Flags Over Sonoma."
2:30 p. m. Battle of the Pumpers—Napa vs. Sonoma Volunteer Fire Depts.
First St. East, between E. Spain and E. Napa Streets.
3 p. m. - 4 p. m. Band Concert—S. F. Boys' Club Marching Band.
4:15 p. m.-5 p. m. Boy Scouts of America Court of Honor for Sonoma Valley
District—Plaza Amphitheatre.
7:30 p. m. and Vintage Festival Pageant—Mission Courtyard
9 p. m. Two performances. Adults, \$1.00; Children under 12, 50c.
9 p. m. Festival Hop (Teen-agers' Dance) at Veterans' Memorial
Auditorium, Sonoma.

SUNDAY, SEPTEMBER 29

- 11 a. m.-6 p. m.** Chicken Barbecue, Community Center (Adobe Grange) Full
meal, including dessert and coffee, \$1.50.
11:15 a. m. - Railroad Excursion from Oakland to Sonoma. Sponsored by
3:30 p. m. Pacific Coast Chapter, Railway and Locomotive Historical
Society.
1 p. m.-1:40 p. m. Sonoma and Chambolle-Musigny, France—Twinning Ceremon-
ies—Plaza Amphitheatre.
1:45 p. m. Whiskerino Contest—Judging—Plaza Amphitheatre.
1 p. m.-5 p. m. Folk Dancing—Sonoma Plaza.
2 p. m.-3 p. m. Band Concert—Sixth Army Band.
3 p. m.-5 p. m. Square Dancing—Sonoma Plaza.
3:30 p. m. - Folk Concert and Hootenanny—Sebastiani Theatre, Sonoma.
5:30 p. m. Admission, \$1.00 (Doors open 3 p. m.).
7:00 p. m. Folk Dancing—Veterans' Memorial Building, Sonoma.
7:30 p. m. Vintage Festival Pageant—Mission Courtyard. Adults, \$1.00;
Children under 12, 50c.

On both days, dine at the many excellent places to eat surrounding the Plaza and in the Valley, and on Sunday, the "Church of your choice" will welcome you. For information, go to the Information Booth in the Plaza, or the Sonoma Valley Chamber of Commerce, Festival headquarters, 461 First St. West, Sonoma.



The Right Reverend Leo T. Maher, Bishop of Santa Rosa Diocese

This is the traditional, reverent and picturesque ceremony during which the grape harvest is blessed by a spiritual descendant of Padre Jose Altimira, founder of the Mission San Francisco Solano, who performed this ceremony 140 years ago.

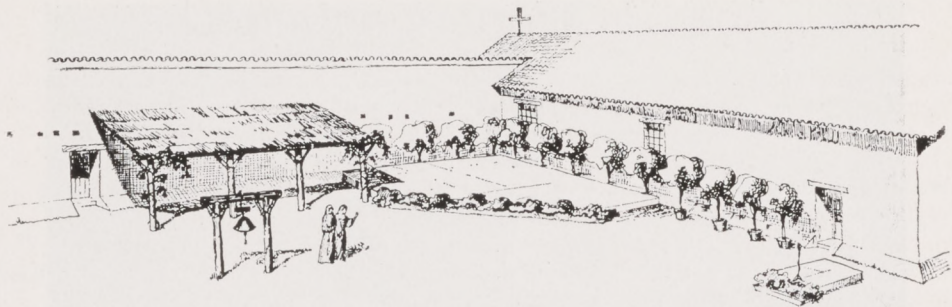
This opens the Festival Sat., Sept. 28, 11 a. m. at the Mission.

THE BLESSING

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our friends and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful for Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee.

Amen



1963 VINTAGE FESTIVAL PAGEANT "FLAGS OVER SONOMA"

By

ELAINE SWAIN

MUSIC AND LYRICS BY EARLE WRIGHT*

Retaining due respect for the heritage of Sonoma, a new two-part musical pageant was written especially for the 1963 Valley of the Moon Vintage Festival by Mrs. Elaine Swain, Napa teacher and author. It replaces the Mission Pageant, written for the Vintage Festival by our beloved Celeste G. Murphy and used since 1955.

Based on historical events as recorded in books written by Mrs. Murphy and several other authors, "Flags Over Sonoma" blends history with entertainment, largely through the natural pageantry of the times portrayed and also through the music of the Valley's talented composer-columnist Earle Wright.

Mrs. Swain, an active member of Napa's Pretenders' Playhouse, has written and produced two successful plays for children and also published poetry, fiction and non-fiction. Her list of accomplishments also includes radio and Little Theatre work.

Production manager William Whitney is a semi-retired Glen Ellen resident, and for many years, was in the advertising business in San Francisco. Mrs. Talbert (June) Bean stepped into the position of Musical Director when unforeseen circumstances forced Mr. Wright to step out of the picture. Mrs. Bean has received her doctorate in music as well as international honors. Under her direction, the music is lilting and appropriate to the pageant.

John McCrea's is the resonant voice of the narrator. A retired engineer and resident of Sobro Vista, Mr. McCrea has had considerable theatrical and professional singing experience. Film star Joel McCrea is a younger brother.

Many of the costumes were designed by Pearl Soules and put together by Mrs. John Lester. Our indispensable Cecelia Shegog will aid in the many facets of costuming and act as consultant. Other costumes were obtained from Stagecraft Studios, with Carol P. Aronovici, manager of the Studios, also directing and furnishing the lighting effects.

As a community effort, the cast represents a cross-section of the Valley of the Moon, with only a few imported players. Our Sonoma Valley Chorus,

The Pageant Continued

whose vocal and theatrical ability has thrilled us for more than a decade, is heard in the solo and choral sequences throughout the show. It is composed of local residents who sing together for the joy of sharing their talent with the community. This year, the Chorus has been augmented by many other talented volunteer singers, adding greatly to the musical beauty of the Pageant.

During the colorful Pageant of the Fire Mountain held at Guerneville on September 7th and 8th, a vignette of the Vintage Festival Pageant was featured. Those participating in this short summary of the Pageant were the two leads, Rosa and Paul, played by Dolores Brawley and Barton Swain, the Choral Group, and the Napa Buzz Steppers, a folk dance group.

The Sonoma Valley Chamber of Commerce is grateful to the Guerneville Chamber of Commerce for this excellent advance publicity given our own Vintage Festival, and was happy to cooperate with Guerneville in loaning our own players for the Fire Mountain Pageant.

On Saturday, September 28th, there will be two performances held again in the Mission Courtyard (in back of the Mission), at 7:30 p. m., and at 9 p. m. There will be one performance on Sunday—at 7:30 p. m. Cost of admission is \$1.00 for adults, and 50c for children under twelve years of age. Tickets may be obtained in advance from the Sonoma Valley Chamber of Commerce, and during the Festival weekend, from the Information Booth in the Plaza as well as at Chamber headquarters.

*“Moonbeams and Starlight”. Music and lyrics by R. C. Baldwin.

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The Pageant Continued

"FLAGS OVER SONOMA"

By ELAINE SWAIN

A two-part Musical Pageant written especially for the 1963
Valley of the Moon Vintage Festival

PART ONE:

Presentation of the Flags, moving backward
in time from 1963 to 1542. Seven scenes in
music and dance.

Scene 1

Narrative Introduction.

Scene 2

The Stars and Stripes.

Tonight, 1963, in Sonoma, back to 1920,
1890 1846.

"Vintage Time in Sonoma"

Mayor and Mrs. Salvador Gomez, May-
or pro tem Dr. Charles Allen, Rosa,
Paul and chorus.

Duet—Gay 90's Couple.

Scene 3

The Bear Flag, 1846.

"Contra"—Napa Valley Buzz Steppers.

Scene 4

The Mexican Empire Flag, 1822; Flag of
the Mexican Republic, 1823.
"Song of the Happy Friars."

Scene 5

The Czarist Flag of Russia, 1811.
Russian Dance.

Scene 6

The English Flag, 1579.
"Haul the Bowline" and
"The Golden Vanity."

Scene 7

The Spanish Flag, 1542.
Reprise—"Vintage Time in Sonoma."
Paul, Rosa and chorus.

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CALIFORNIA

The Pageant Continued

PART TWO:

Raising of the Flags: Mexican Republic, July 4, 1823; Bear Flag, June 14, 1846; the Stars and Stripes, July 9, 1846.

Scene 1

Padre Altimira plants the Cross and founds the Mission San Francisco Solano de Sonoma in the presence of Mexican soldiers who raise the flag of Mexico upon Sonoma's soil.

Scene 2

The story of the mission unfolds. The people of the pueblo leave the mission chapel to stroll around the plaza.

Scene 3

Saturday night, June 13, 1846, Rosa Merras and Paul Smith.

"Seven Moons Has My Valley"—Rosa.
"Moonbeams and Starlight"—
Paul and Rosa.

Scene 4

Later that night at the Cantina.

"El Caballero"—Maria.

"La Cantina"—Rosa.

"Jota Aragonesa"—Maria.

Scene 5

The next morning, June 14, 1846, Sonoma Plaza, Raising of the Bear Flag.

"I'm Gonna Climb That Mountain"—
Ezekiel "Stuttering" Merritt.
"Song of the Bear Flaggers"—Chorus.

Scene 6

July 9, 1846, Raising of the
Stars and Stripes.

Finale: Reprise "Vintage Time in Sonom."
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From

MARIE MERLO AND STAFF

Don Castro (Mexican Officer) and Lt. Revere	Mickey Culley
Don Sanchez (Mexican Officer)	P. Strobe
Spanish Dancer	Francesca Bowman
Russian Dancers	Natalia Borisow, Vera Dantlevsky
Gay 90 Duet	Lawrence Dunbar, Barbara Smart
Modern Scene	Mayor and Mrs. Sal Gomez, Dr. and Mrs. Charles Allen, Susan Moddison, Devon Sampson, Brigette Guenther, Bill Whitney
Bear Flaggers, Pioneers, Singers, Dancers	Orin and Mary Martin, Gordon and Jeanne Westerly, John and Evelyn Cooney, Har- lan and Nonie Hopp, Mr. and Mrs. Tom- my Carpenter, Jackie Jones, Lee Sears, Tommy Sears, Buzz and Wilma Farwell, Mr. and Mrs. Homer Opperman, Charlie Hoes, Ray Soules, Armand Deny, Carrolle Bean, Carol Fruth, Beth Deenihan, Edward Dietrich, Barbara Smart, Anna Marie Bell, Virginia Bean, Vincent Greco
Friars	Paul Casseyre, Armand Deny, Bill Bihn, George Angove
Sailors and Soldiers	R. H. Edgerton, Robt. Olverio, Jim Greg- ory, Nick Zupunski, G. Naylor, Lawrence Dunbar, George Angove, Armand Deny, Paul Casseyre
Indians	Adrian Mohr, Jim Moddison, Richard Woer, Donna Viviani, Steve Grant, Peter Scott, Brian D. Dillman, Carter Dillman, Bob Livingston, Dennis Chaty, David Holt, Craig Fantozzi, James Martin, Doug Church, David Church, Wally Mosier

PRODUCTION STAFF

Director and Author	Elaine Swain
Assisiant to Director	Dottie Hansen
Musical Director	June Bean
Sound Engineer	Marvin Campbell
Costumes: Designer	Pearl Soules
Consultant	Cecelia Shegog
Production Manager	William Whitney
Stage Manager	Eddy Breese
Composer	Earle Wright
Lighting Effects	Carol Aronovici
Scenery Construction	Allen Simmons
Choreographer	Jennie Poulson
Spanish Lyrics	Bonnie Peters

VALLEY OF THE MOON VINTAGE FESTIVAL PAGEANT

September 28-29, 1963

"FLAGS OVER SONOMA"

by

ELAINE SWAIN

Narrator — John McCrea

CAST

Rosa Merras	Delores Brawley
Paul Smith	Barton Swain
Ezekiel "Stuttering" Merritt	William "Bill" Bihn
William Todd	Paul Casseyre
Robert Semple	Jim Scribner
Padre Jose Altimira	Ralph Hotz
Capt. Henry L. Ford	Lee Sears
John Grigsby	Lawrence Dunbar
Capt. Granville P. Swift	John Cooney
Sam Kelsey	Gordon Westerly
William B. Ide	George Angove
Salvador Vallejo	Vincent Greco
Victor Purdon	Harry Fassio
Jacob P. Leese	Dr. Phill Lehmer
Mrs. Jacob P. Leese	Mrs. Phill Lehmer
Dirty Matthews	Ray Hamblin
Mrs. Matthews	Alice Ackerly
Boy Matthews	Jeffery Ackerly
Jose Antonio Carrillo	Mike Fassio
Capt. and Mrs. John Sears	Mr. and Mrs. Bruno Heller
Garcia	Merlyn Hunter
General Mariano Vallejo	Elliott Jacobs
Donna Francesca Vallejo	Betty Siler
Donna Salvador Vallejo	Debbie Silver
Vallejo children	Susan Deenihan, Peggy Candrian, Cathy Manley
Chiquita	Devon Sampson
Mr. and Mrs. Henry D. Fitch	Mayor and Mrs. Sal Gomez

The Pageant Continued

PRODUCTION STAFF

Director and Author.....Mrs. Elaine Swain
Musical Director.....Mrs. Talbert Bean
Sound Engineer.....Marvin Campbell
Costumes: Designer.....Pearl Soules
Consultant.....Cecelia Shegog

Production Manager.....William Whitney
Composer.....Earle Wright
Narrator.....John McCrea
Lighting Effects.....Carol Aronovici

Our special thanks to all of the above, to the participants in the Pageant and to those who made this production possible by their civic efforts.

PART PLAYED BY THE STATE DIVISION OF BEACHES AND PARKS

Credit is due the Division of Beaches & Parks for their permission to use the Mission complex for the production of the Pageant. Were it not for this special permit, use of the State-owned Mission and grounds would be prohibited, and the Chamber of Commerce expresses its deep appreciation and thanks. Also, the Chamber wishes to especially thank the District Superintendent, Gordon Kishbaugh, and the local Superintendent, Cliff Bisbee, for their continued cooperation.

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The Soroptimist Club of Sonoma Valley handles all details of the Tour as its service project, and it was, as usual, an outstanding success.

Enjoy the Folk Concert on Sunday

The Vintage Festival will hold its first Annual Folk Concert and "Hoote-nanny" on Sunday, September 29th, at the Sebastiani Theatre from 3:30 p.m. to 5:30 p. m. The doors will be open at 3 p. m., and the admission charge will be \$1.00. Programs of this nature are growing more popular each year, now being featured on television programs—so we hope you will find the time to drop in at the Sebastiani Theatre on Sunday!

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Children's Parade Saturday

The annual Children's Parade is scheduled for 1 p. m. on Saturday, September 28, with local children and costumed visitors alike, invited to participate. Theme of the parade is the "Seven Flags Over Sonoma." It's a traditional event and one enjoyed equally by the marching petite pioneers and their doting parents. Giggles, waving and picture-taking are the order of the day.

Youngsters will step lively to the beat of the San Francisco Boys' Club Marching Band. After the parade, the Band will present a concert in the Plaza, at 3 p. m.

Another attention-getting entry in the Saturday parade will be a Wells Fargo Stagecoach, an original of the old West. One of the passengers will be Sonoma's exchange student from Austria, Brigitte Guenther.

First prize winners will be awarded trophies this year. Second and third place winners will receive colorful ribbons.

The parade will start at 1 p. m. at the Community Center and proceed up Second St. E., to Spain; west on Spain to First St. E.; south on First St. E. to Napa St.; west on Napa to First St. W.; and north to Spain. At the corner of First St. W. and Spain, horses and vehicles will proceed north on First St. W. while marchers will turn east on Spain St. and disband in back of City Hall.

Don't forget your camera for this event. The Vintage Festival Children's Parade is worth photographing.

Credit for its success goes to Harrison Churchill, Louis Pellandini and Frank Pensar, who have volunteered for many years to organize the event.

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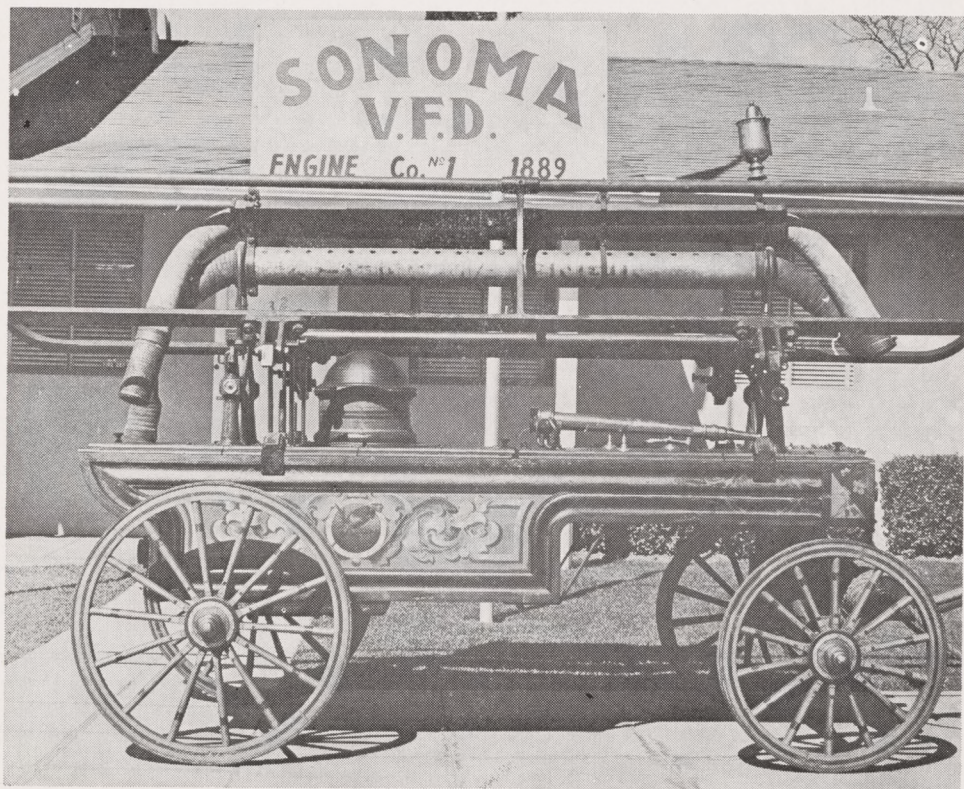
"Battle of the Pumpers" Set for Saturday

The Sonoma Volunteer Fire Department will use its 1889 Hand Pumper in a return match of a "Firemen's Muster" as one of the Vintage Festival events. The competition between the fire departments of Napa and Sonoma will take place on September 28th, at approximately 2:30 p. m., on First St. E., between W. Spain and W. Napa Streets.

The Sonomans will again compete with their antique fire engine, the "Neptune" . . . the same engine that they used to win second place in the May 5th competition by the Mother Lode Firemen's Association in Columbia. Napa's fire department won first, pumping water for 197'6", with Sonoma's crew pumping 183'9".

The historic Sonoma hand-pumper was built in 1889 by Schenck & Company, costing the City of Sonoma \$760.00. Fireman Albert Mazza has restored the equipment in appearance and working order. He was foreman of the crew competing in Columbia. Others were assistant fire chief Ben Fruth, engineer George Cosce, and firemen Wesley Manuel, Arthur Vincent, Gene Reed, Paul Valente and Lawrence Johnson. The total volunteer department numbering twenty-five are in this year's competition.

Come out and cheer for the fire laddies. Please try to stay out of the line of fire, though, unless you want to be a participant!



Vignettes of Sonoma Valley History

For the purpose of selecting a site for a new Mission north of San Francisco Bay, Padre Jose Altamira, a Spanish missionary, set out with a small party to explore a wide area in June, 1823. Sonoma was enthusiastically chosen because of its benign climate, abundance of springs and streams, timber and stone, and accessibility by boat via Sonoma Creek from San Pablo Bay. The site in Sonoma was blessed on July 4, 1823, and later, a simple wooden church was built, with permanent adobe buildings erected during the next several years. The existing mission was built in 1840-41 as the pueblo's parish church.

In 1835, Don M. G. Vallejo was appointed Director of Colonization for the Northern Frontier and authorized to establish a pueblo (town). The vicinity of the Mission was chosen, with a grant by the Mexican government of four square leagues of land, (6,065 acres) for development by citizens. Between 1836 and 1846—the last years of Mexican rule—a number of adobe houses were built in the new village, and a small military post established. In 1836, the California provincial government appointed M. G. Vallejo Commandante General of the small garrison, and later the central Mexican government elevated him to the rank of Lieutenant Colonel. Perhaps in 1836 or 1837, Vallejo erected the presently-standing two-story adobe building for use as an armory and barracks, next to his own private residence, the Casa Grande. Later in 1851, Vallejo constructed "*Lachryma Montis*," (Tears of the Mountain) for his home, which is now a state historical monument.

By 1846, many Americans were in California, and on June 14, 1846, 33 Americans rode in and captured Sonoma without a shot. Vallejo was sent with his brother and brother-in-law to Sutter's Fort for safe-keeping. The Americans designed the crude Bear Flag and hoisted it in front of the Barracks, hoping to establish a new California Republic. However, the Bear Flag Revolt was terminated on July 9, 1846, when Lt. Jos. Revere, U. S. Navy, replaced the Bear Flag with the American Flag.

When Sonoma was a military post—July, 1846 to the end of 1851—many young army officers were stationed here for periods of time. Many of them later became high-ranking officers and won fame in the Civil War. Among them were U. S. Grant, William T. Sherman, Joseph Hooker, Philip Kearney, Jr., and George Stoneman. During this time, many theatrical performances were held by the soldiers, and it is possible these theatricals antedated those put on in Monterey. Therefore there is some question about Monterey having had the "first theatre" in California.

Sonoma rapidly became Americanized, and the sleepy little Mexican pueblo changed to a busy thriving community. Two or three lines of boats maintained regular service for passengers and freight to and from San Francisco. On Nov. 8, 1849, the Sonoma Post Office was established, second only to San Francisco in the state.

Vignettes of Sonoma Valley History Continued

In 1850, when California officially became a state, Sonoma was incorporated and became the county seat. However, the county seat was transferred to the new town of Santa Rosa in 1852. Sonoma was disincorporated as a city in 1862, but was re-incorporated in 1882.

Among the new settlers of this early period were numerous foreigners, and many of them, including Americans, developed fine vineyards and produced wine and brandy. In the latter 1850's, Agoston Haraszthy, a Hungarian, bought a vineyard near Sonoma, the Buena Vista, and built a large winery. Later he went to Europe, and brought hundreds of cuttings of choice wine grapes, with which he developed the finest vineyard in the state. Ever since then, Sonoma has been noted for its fine quality wines.

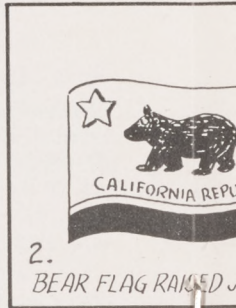
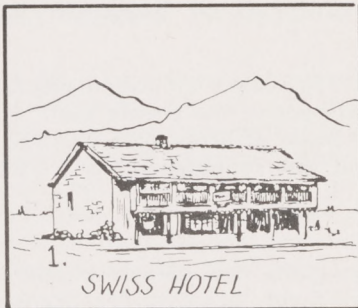
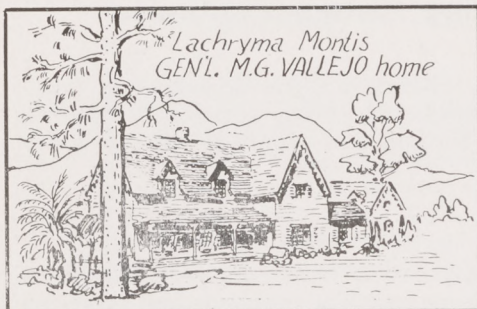
Starting in the 1850's, many wealthy families developed beautiful estates in the Valley, and some of these fine old homes still stand. Among them is Temelec Hall, one of the oldest and most historic, which is now being transformed to a senior citizen development. While most of the pioneer structures have disappeared, Sonoma still contains a dozen adobe buildings that were built during the 1830's and 1840's.

Whiskers, Costumes and Decorated Store Windows

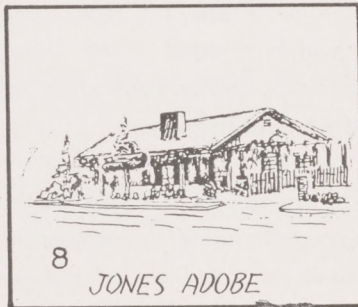
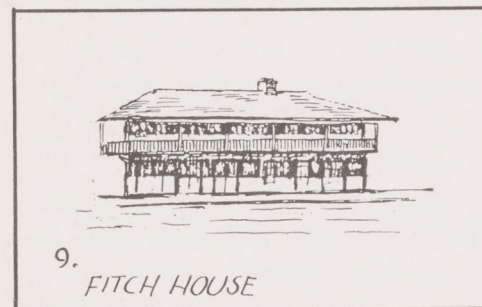
We hope that you will see quite a few of the former two, as you stroll through Sonoma Plaza and our Community Center area. The bewhiskered gentlemen will be judged in the Plaza Amphitheatre on Sunday at 1:45 p. m. Credit all this to a spontaneous effort on the part of our "home-folks" to recreate an early-California atmosphere.

If there are not as many as you'd like to see, blame it on modesty, self-consciousness or inability to produce a satisfactory hirsute adornment, plus the fact that available costumes of the early days have been loaned for use in Sonoma's Store Windows.

And, by the way, give most credit for the interesting windows that you will see, to the merchants themselves; but save a lot of credit for the Sonoma Valley Woman's Club, Mrs. Flora McKeel, Project Chairman.



The historic buildings in the Sonoma Plaza area rank among the country's most interesting, and best preserved. Here was built the last of California's Missions. Here was the home of General Mariano G. Vallejo, Mexico's forward-looking Military Commandant. Here were planted America's first vintage grapes; and here the old-world art of fine winemaking was first introduced.



These are only a few of the most important historic sites in the Valley of the Moon. There are many other landmarks, resorts and recreation centers you'll surely want to visit. Many of these are located in the charming communities of Boyes Springs, Glen Ellen, El Verano, and Kenwood. If you don't get to see them all on this trip, there'll be a hearty welcome awaiting you on your return.

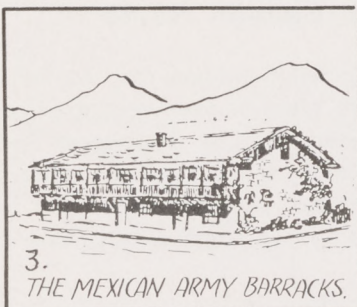


ING RAISED JUNE 14, 1846

SONOMA'S HISTORIC LANDMARKS



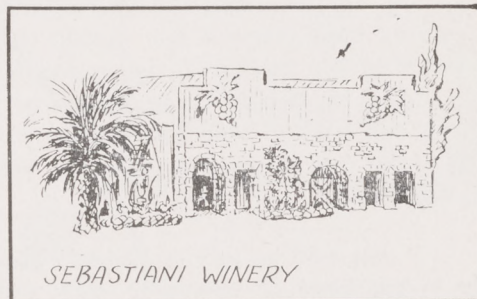
PATTON ADOBE



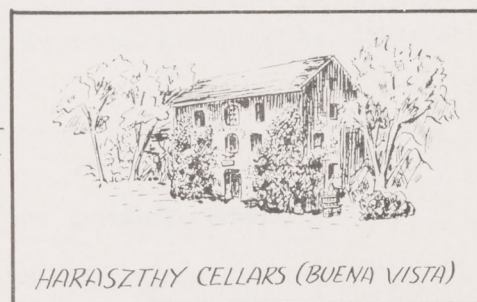
3. THE MEXICAN ARMY BARRACKS.



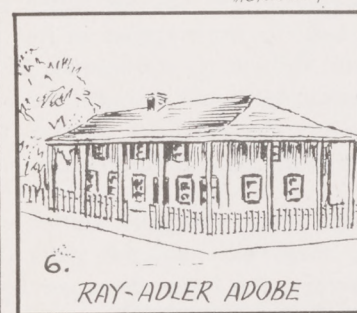
4. MISSION SAN FRANCISCO SOLANO de SONOMA



SEBASTIANI WINERY



HARASZTHY CELLARS (BUENA VISTA)



6. RAY-ADLER ADOBE



5. BLUE WING INN

We hope you'll drop in soon at the Jack London Historical State Park in Glen Ellen. Here you may visit a museum filled with memorabilia related to the famed author. You may also inspect the ruins of the Wolf House.

Other must-see attractions in the valley are the Boyes Hot Springs health resorts, the Hanna Center for Boys, and the Sonoma Golf and Country Club.

The Roadway to the Vallejo Home

Few visitors realize, as they drive up the tree-lined road to the historic Vallejo home, that most of these trees were planted over one hundred years ago by General Vallejo himself. In 1852, when the City of Sonoma wished to make the road part of West Third Street, Vallejo wrote the Councilmen stating he had planted the trees at great expense, and since he owned the land on both sides, he would like to purchase the proposed street as a private road to his *Lachryma Montis* estate.

On April 4, 1852, Vallejo received a deed which stated in part "Know all men by these presents that I, John Cameron, Mayor of the City of Sonoma, by virtue of the powers in me vested in consideration of the sum of twenty dollars paid by Benicia F. de Vallejo to the City Treasurer do hereby Grant, Convey and confirm unto the said Benicia F. de Vallejo all that piece of land lying in the City of Sonoma known as West Third Street, between Spain Street and Alp Street."

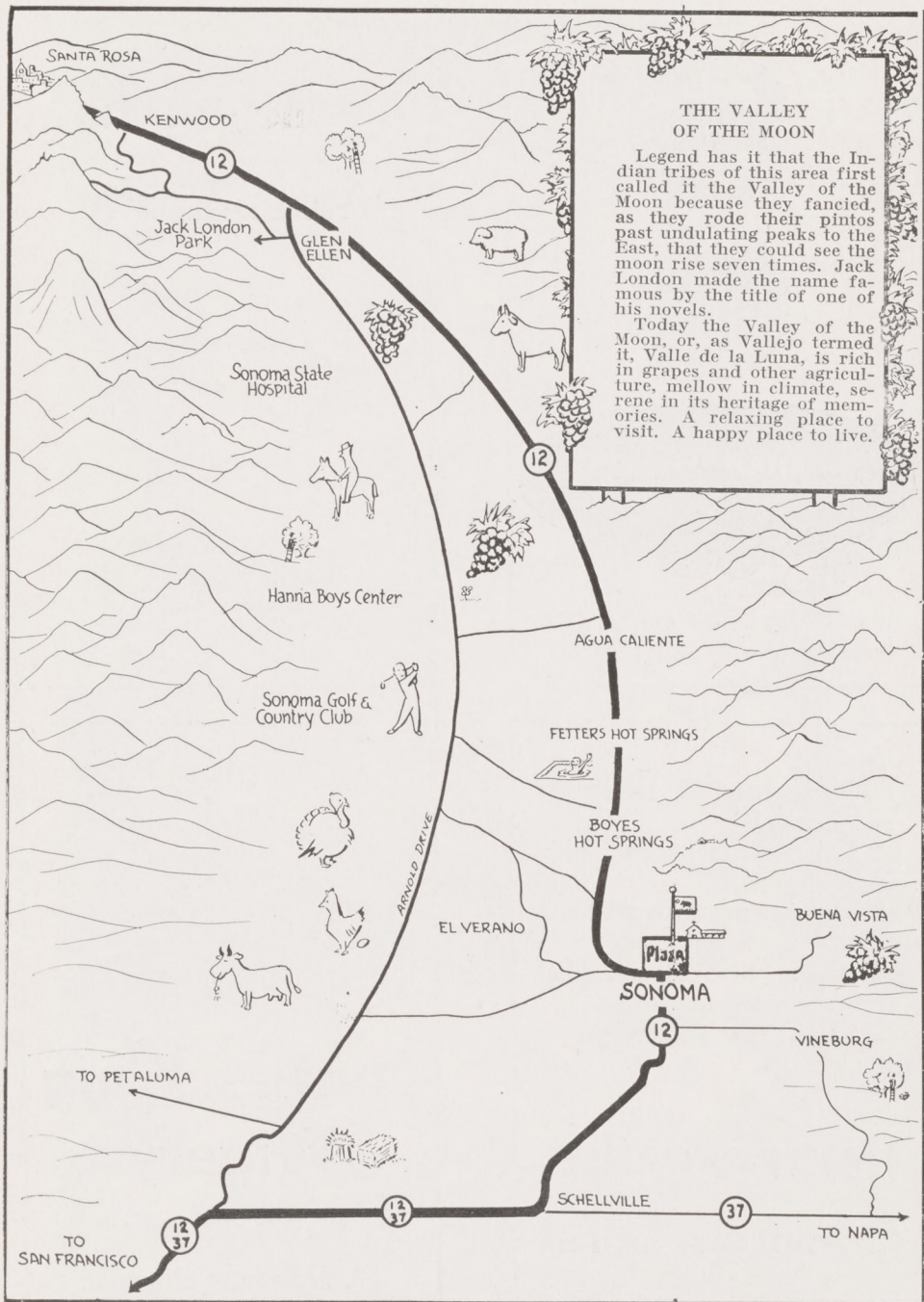
It was said by Senora Vallejo's youngest son, Napoleon, that his mother held in her hand or helped to plant every tree herself. Between the trees, she planted her husband's favorite flower, the fragrant Rose of Castile, which still blooms in the Spring and early Summer.

Cheese-Making in Sonoma Valley

Sonoma has always been noted for its fine cheese, and one of the early cheesemakers of the late 1840's was Marie Brunner. She was also noted for her butter models made from cream which she kept in stone crocks in her adobe storehouse. She would take the substance and fashion it into animals of many kinds, making the fleece of a lamb by squeezing the butter through the meshes of a square of fine muslin. When Fannie Vallejo married Capt. John B. Frisbie at the Casa Grande in 1851, Marie Brunner modeled the bride's centerpiece.

Soon after the turn of the century, Jose Vella, an Italian settler, started the first commercial cheese factory. Today there are two, the Vella Cheese Company, and the Sonoma Valley Cheese Factory, the latter managed by Lawrence Viviani, who learned his trade under Vella.

These factories ship cheese all over the United States, supplying nationally known firms with Sonoma-made cheese which bears well advertised labels. Visitors interested in Sonoma history often curtail their visit to historic shrines, in order that some of the delicious cheese may be taken home.



eThis cartograph, contributed three years ago by our then new resident, Colonel "Morie" Morrison, is repeated to emphasize the point that our is A VALLEY-WIDE FESTIVAL. Try, please, to visit ALL PARTS of "the Valley of the Moon".



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A Sonoma Valley vineyard scene, emphasizing the gently rolling character of the terrain.

"Festival Hop" on Saturday Night

No, the younger generation has not been overlooked in this year's Vintage Festival activities. Saturday night, September 28th, 9 to 12 p.m., teenagers will dance at the Veterans' Memorial Building on West First Street in Sonoma. Mrs. Oliver Del Ponte is the chairman and chief chaperone.

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A Festival "Must" – The Community Center

Most Vintage Festival events are located in or near Sonoma's historic Plaza, but some very important ones are to be found in, or just back of our Community Center, 276 East Napa Street, Sonoma. All exhibits will be held both days, Saturday and Sunday, September 28 and 29.

These include the 12th Annual Flower Show, sponsored by the Valley of the Moon Garden Club. Mrs. C. B. Mills is President of the Garden Club and is in charge of the flower arrangements. Coffee and sandwiches will be served.

Something new this year will be an Industrial Display of Valley manufactured products, sponsored by the Sonoma Valley Chamber of Commerce. A Country Store, sponsored by the Senior Citizens, will also await visitors both days.

In back of the Community Center is the barbecue area where the Adobe Grange will serve a mouth-watering full meal featuring barbecued chicken, coffee and dessert, from 11 a. m. to 6 p. m., Sunday, September 29. Cost is \$1.50.

And if you like your beauty without a frame, either picture or window . . . notice our beautiful "Mission Belles" who serve as hostesses in their colorful costumes.

ART EXHIBIT IN NEW LOCATION

The Art Exhibit, sponsored by the Sonoma Valley Art Center, Mrs. Louise Paskow, President, will be located in the old Post Office building, West Spain St., opposite the Plaza. The Art Center held a successful exhibit in the Spring of 1963, and must enlarge its headquarters, due to many more entries.

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Sonoma Express to Arrive Sunday

Once a common sight in Sonoma Valley—the Sunday excursion passenger train will again visit Sonoma in conjunction with the 17th Annual Vintage Festival Sponsored by the Pacific Coast Chapter of the Railway and Locomotive Historical Society, the excursion train will arrive at the NWP Sonoma depot on Sunday, September 29th, at approximately 11:15 a. m., and depart at 3:30 p. m.

The oldtime observation car "El Dorado" will be part of the train.

Dignitaries, the German Band and the Mission Belles will greet the train, and escort passengers to the Plaza where welcoming ceremonies will take place.

While this railway excursion may seem unique to many of us, in years past, Sunday railway excursions were commonplace in the Valley of the Moon. Both the Southern Pacific and Northwestern Pacific Railroads ran special trains to such places as El Verano, Glen Ellen, Sonoma, Boyes Hot Springs, Vineburg, Kenwood and other Valley spots.

Industrial Display at Community Center

Don't miss the Industrial Display of local manufactured products at the Community Center, opposite the Flower Display, which itself is a most beautiful exhibit. You will be surprised to find that historical lovely Sonoma Valley does have small light industries located here!

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Visit the Stamp Exhibit

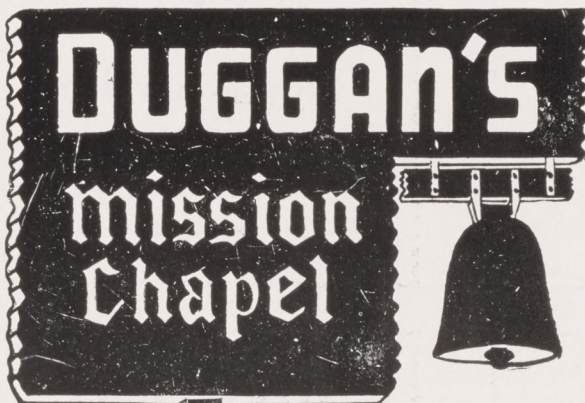
The Valley of the Moon Stamp Club will exhibit a philatelic stamp exhibit all day Saturday and Sunday. Its location will be at 460 First St. E., Sonoma (old Martinson Store).

Included in the exhibit collection will be covers from General Vallejo's collection and covers from the late General H. H. "Hap" Arnold's collection, loaned by his widow, Mrs. Eleanor Arnold, a Sonoma Valley resident.

Don't Miss the Railroad Photographic Exhibit!

You will find it across from the Plaza, on Spain Street. As in the case of the "Sonoma Express" Excursion on September 29th, we are indebted to the Railway and Locomotive Historical Society for it.

Incidentally, Robert Parmelee, prominent local attorney, who includes historic railroads among his hobbies, urges that you contribute to the completion of the photo exhibit, if at all possible, by submitting photos or postcards of railway trains or stations to him at Drawer G, Sonoma.



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Pageant Grandstand Tickets

As you will know if you have read this far, the Pageant has outgrown its locale in front of the Mission, and as changed last year, is again being staged in back, or in the Mission Courtyard. That means that Grandstand tickets will be more than ever in demand.

To be safe, better get them in advance at the Chamber of Commerce Office, across from the Plaza, or at the Chamber's Information Booth in the Plaza. The price is \$1 for adults, 50 cents for children under 12. First come, first served.

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Twinning Celebration

Chambolle-Musigny, France, Sonoma's twin city, will be honored in the annual celebration of international and inter-city relations in the Sonoma Plaza amphitheatre on Sunday, September 29, at 1 p. m. Sonoma's Mayor Salvador J. Gomez is chairman of the event.

Sonoma and its French twin city, Chambolle-Musigny, in the province of Burgundy, are much alike in their lush, rolling vineyards and cool, historic wineries. A fine red Burgundy is the product of the French winemakers.

The cities were first "twinning" in a display of international good will in Sonoma in 1959, with return ceremonies held in Chambolle-Musigny in 1960.

French music and Basque dancing are scheduled for the twinning celebration, to be attended by the French Consul General Pierre Basdevant and other dignitaries of his office and of the French Colony in San Francisco. The 1963 French queen, Michele Thebeault and her ladies of the Court will be in attendance.

Henry Labataille, president of the official committee of the French Colony, will have an important part in the festivities. Guy Duport, soloist, will present several vocal selections.

Where to Eat?

Our Valley is famous for its fine restaurants. You will find several in or near Sonoma . . . and others in El Verano, Boyes Hot Springs, Glen Ellen and up Kenwood way. And, in addition to the regular restaurants, several Fiesta Way booths are offering snacks or even rather substantial food service, and desserts, and we mustn't forget the Adobe Grange Chicken Barbecue starting at 11 a.m. Sunday at the Community Center.

Why Our Valley's Name?

This excerpt from "California's Valley of the Moon," the book by Madie Brown, former Curator of the Vallejo State Historical Monument, gives an answer.

"Padre Altimira (who founded our Mission in 1823) discovered that the Indians called the Valley SONOMA after their chief. The native Californians in the early days spoke of the "Valla de la Luna." Some have thought that Sonoma meant moon; the somewhat crescent shape of the Valley might have suggested that phase of the moon. Still others have thought that Sonoma Valley received its sobriquet because in riding through the Valley, the moon appears to rise several times when passing the different hills."

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